

Montanans Share Ideas and Aspirations for More Tourism Success at Strategic Planning Sessions Across the State

Over 300 Montanans participated in 23 community input sessions held in 20 communities around the state from October to December 2012. The input sessions along with an on-line survey were the first steps in developing the next [Montana Tourism & Recreation Strategic Plan](#).

So what did Montanans have to say about continuing the state's tourism success? Some of the recurring issues discussed at the community sessions and on-line responses included:

- Visitor Information – improved gathering, dissemination and making sure front line staff is knowledgeable and up to date.
- Wayfinding – improved highway signage and use of electronic media.
- Electronic Media – better understanding of how it is used by visitors, how to decide what media to use and what resources are available for technical assistance.
- Seasonality – maintaining current visitor seasons while expanding its length, and building shoulder and winter seasons.
- Improving the curb appeal of communities, businesses and attractions.
- Greater coordination and cooperation among tourism organizations, events and projects.
- Strengthen and encourage more partnership opportunities.
- More useful tourism data for all areas of the state.
- Increased respect and understanding of tourism particularly at the community level.

The statewide strategic plan facilitators – Julie & Jim Cerenzia of Open Window Consulting - continue gathering stakeholder input from Montana tourism and recreation stakeholders. They're doing telephone and in-person interviews. You can contact them at julie@openwindowconsulting.net, 406-624-6972, or fill out a survey until Christmas at <https://www.surveymonkey.com/s/MTTourismSurvey>.

Click here to view [Open Window's Project Update Report](#) which summarizes the community input session schedule and attendance along with additional information gathered through the on-line survey process.

You can keep up to date with Montana Tourism and Recreation Strategic Plan progress at the project website:

<http://travelmontana.mt.gov/2013StrategicPlan>